



GINA RODRIGUEZ

SCHOOL MARKETING

Helping language schools and independent
ELT trainers grow their social media presence.

GENERATING SOCIAL MEDIA POST IDEAS FOR LANGUAGE SCHOOLS

Free Workbook

Make your social networks look unique to you.
How? Starting from you!



Generating Social Media Post Ideas for Language Schools

Thinking of ideas of what to post on your social media can be overwhelming when you are busy teaching or running your school.

Here's a mind map with prompts to help you generate ideas for what to post for your school's social media marketing and stop stressing out!

Use the photocopyable version and the photocopyable worksheet to:

Brainstorm as many ideas as possible

Email me at

hello@grschoolmarketing.com

for questions or feedback.

I'd love to hear from you!

Gina R.



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Generating Social Media Post Ideas for Language Schools

WORKSHEET

INSTRUCTIONS

- Look at the prompts on the previous page.
- Brainstorm as many ideas as possible!
- Do it with colleagues for a wider variety of ideas and points of view.
- Leave it on your desk and add more ideas as they come up.
- Match the best post ideas to your objectives
- Choose the best social network for the post based on your objectives.
- Decide on tone and style
- Determine the format of the post: photo, graphics, video, gif?
- Create your posts and schedule them!

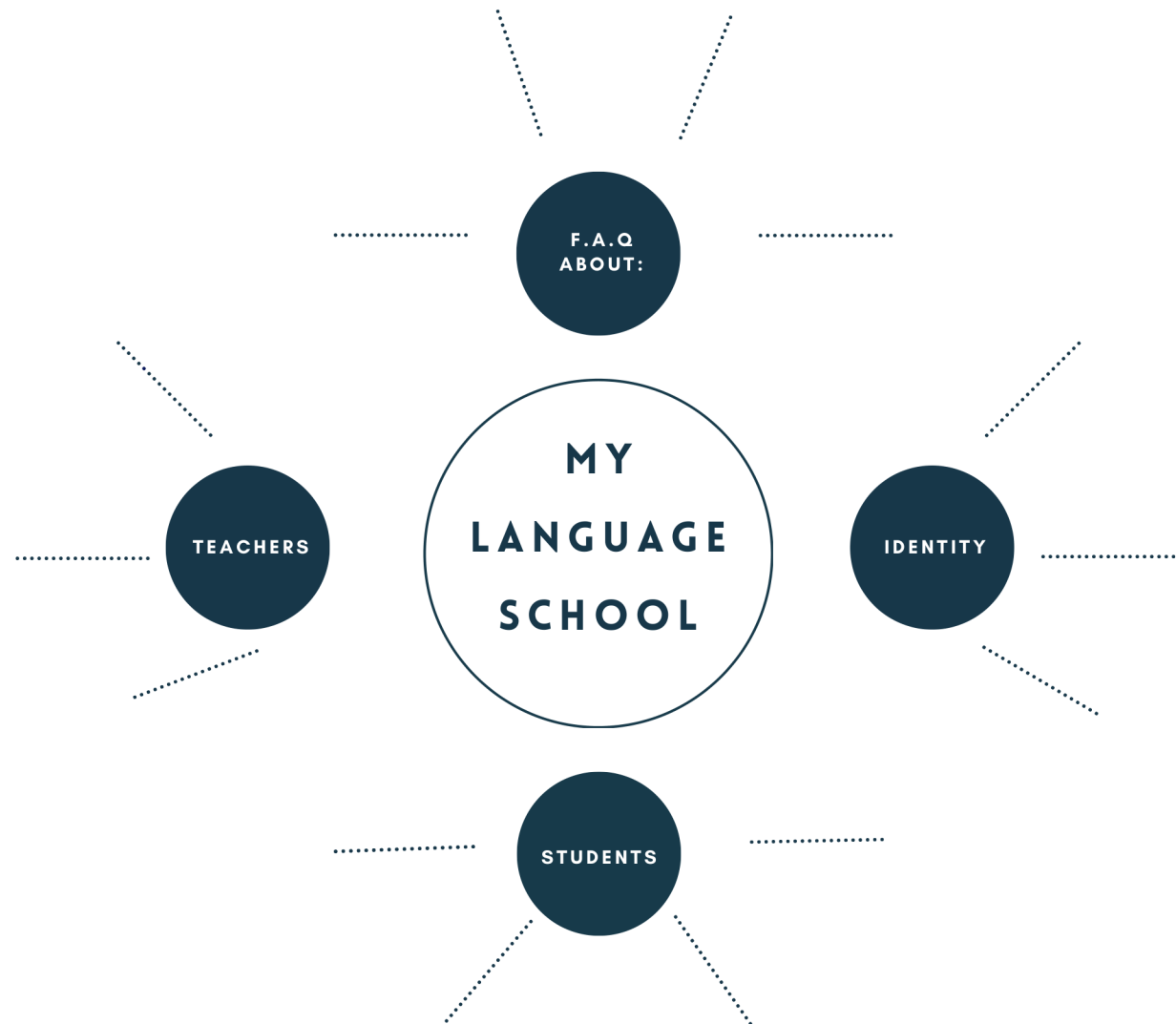
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GINA RODRIGUEZ

Over 25 years experience in the ELT sector



Started my career as a qualified EFL teacher, then examiner, teacher trainer, educational&sales consultant.



Qualified as a Digital Marketing Specialist in 2018



Have consultative sales skills, passion for quality education and understanding of the ELT market



I analyse your situation, asks tons of questions to offer tailor-made marketing strategies and training.

Gina Rodriguez





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LANGUAGE SCHOOL MARKETING

Need training or to outsource social media?

Book a 15-min discovery call:



hello@grschoolmarketing.com



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www.grschoolmarketing.com

Stop stressing out about social media.
Start showcasing your uniqueness!

Contact me

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